

## Lesson 16.1 What Is Advertising?

### LESSON QUIZ

**Directions:** For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- F   1. In the United States, total expenditures for advertising are just under \$100 billion a year.
- T   2. Brand advertising is advertising that aims to build an image.
- F   3. Almost all companies do their own advertising rather than hiring an advertising agency.
- T   4. An account executive is the key liaison between the client and the agency.
- T   5. The goal of a media plan is to give the business the best coverage of its target market for the least amount of money.
- F   6. In an advertising agency, the account director guides the creative process and ensures that the creative team's work conveys the right message and is in line with the client's needs.
- T   7. Since producers have responsibility for overseeing the development of advertisements, they must be concerned about staying within the client's budget.

**Directions:** For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- D   8. Which of the following is *not* a purpose of advertising?
- A. deliver a message to a target market
  - B. sell a specific product or service
  - C. build a brand
  - D. all of the above are purposes
- A   9. \_\_\_\_\_ advertising gives the benefits of a specific product or service and relies on rational arguments why a customer should buy it.
- A. Product
  - B. Brand
  - C. Corporate
  - D. Image
- B   10. The job of the account planner in an advertising agency is to
- A. obtain clients
  - B. learn as much as possible about the target market
  - C. manage the creative process
  - D. manage the client's budget

## Activity 1 • Types of Advertising

**Directions:** Evaluate a number of advertisements in a variety of media (television, radio, newspaper, magazine, outdoor, Internet). Identify a good example of a product advertisement, a brand advertisement, and a corporate advertisement. In the spaces below, describe the key information and images of the advertisement. Then discuss why it is an example of the specific type of a advertising.

*Answers will vary.*

### Product Advertisement

The target market for the advertisement is: \_\_\_\_\_  
\_\_\_\_\_

The key information and images of the advertisement are: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The advertisement is a good example of product advertising because: \_\_\_\_\_  
\_\_\_\_\_

### Brand Advertisement

The target market for the advertisement is: \_\_\_\_\_  
\_\_\_\_\_

The key information and images of the advertisement are: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The advertisement is a good example of brand advertising because: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Corporate Advertisement

The target market for the advertisement is: \_\_\_\_\_  
\_\_\_\_\_

The key information and images of the advertisement are: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The advertisement is a good example of corporate advertising because: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Lesson 16.2 Advertising Planning

### LESSON QUIZ

**Directions:** For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- T   1. An advertising plan is a document that outlines the activities to be completed and resources needed to create advertising.
- T   2. An advertising campaign includes a series of related advertisements.
- F   3. The first step in developing an advertising plan is to develop the creative concept.
- F   4. The best method of establishing an advertising budget is to spend all of the money you can afford.
- T   5. Examples of advertising media are television and the Internet.
- F   6. For most advertising, any type of media will have the same strengths and weaknesses.
- T   7. The reach is the total number of people who see an advertisement.

**Directions:** For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- A   8. Each objective in your advertising plan should
  - A. be measurable
  - B. identify the primary competitors
  - C. specify the cost of achieving the objective
  - D. all of the above
- B   9. When your advertising budget is determined by the percentage of sales approach, your advertising budget
  - A. may increase but will never decrease
  - B. will be determined by your past, current, or projected sales
  - C. will match that of your competitors
  - D. cannot be set until the end of the sales period
- C   10. The number of times a member of the target audience is exposed to the advertising message is the
  - A. total audience
  - B. market share
  - C. frequency
  - D. RPI

## Activity 1 • Advertising Objectives

**Directions:** An advertising objective is made up of several parts: (1) the specific message the plan should communicate, (2) the target audience, and (3) the time period in which the goal should be accomplished. Advertising objectives should be very specific and you must be able to measure the success achieved to know when your goal has been accomplished. Identify the parts of the following objectives.

1. Sell 10 percent more floral arrangements to Plainville residents for Valentine's day.  
 Message: Buy floral arrangements for your valentine  
 Target Audience: Plainville residents  
 Time Period: Floral arrangements ordered for delivery the day before or on Valentine's day  
 Measurement Method: Compare purchases to the prior year's Valentine orders
2. Increase purchases of store-branded products by 15 percent compared to national brands in the next six months.  
 Message: Choose store brands over competitive brands  
 Target Audience: Store's customers  
 Time Period: Six months  
 Measurement Method: Compare changes in sales volume of store brands to national brands for the time period
3. Increase income for the automotive service department by 12 percent next year by encouraging new owners to make four maintenance visits each year.  
 Message: Encourage regular maintenance of your new automobile  
 Target Audience: New owners of autos sold by the dealership  
 Time Period: One year  
 Measurement Method: Compare service income from previous year and count the number of visits by new owners during the year

## Activity 2 • Developing the Plan

**Directions:** Personal computers (PCs) are continually manufactured in smaller and more powerful versions. The newest generation of PCs is a micro (palm-sized) version offering basic computer functions but with limitations on performance, software, and memory capabilities. Several companies have introduced versions of these tiny computers, and the market is projected to grow as technology improves. Your company is introducing a micro-PC named *Palm PC Pro*. It uses a new flash drive technology that improves performance and storage significantly but is priced 25 percent higher than current brands. Develop an advertising plan for your company's version of this PC.

*Answers will vary, but should cover all steps of the advertising plan. The plan should focus on a target market of innovators and emphasize the unique computer features to overcome the objections to the higher price. This is an excellent group project.*

## Lesson 16.3 Advertising Execution and Evaluation

### LESSON QUIZ

**Directions:** For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- T   1. The dramatization creative format revolves around people who use the product in a realistic way to solve a problem.
- F   2. Humor should not be used in an advertisement because it can easily be misinterpreted.
- F   3. It is illegal to use advertising in which a company makes a claim of superiority over a competitor.
- T   4. Because of the expense of advertising, clients may conduct customer research on a creative concept before it is approved.
- T   5. The creative development and production process begins with a strategic brief.
- T   6. One way to evaluate the effectiveness of an advertisement is to build in a coupon or rebate.
- T   7. Advertising is regulated by the Federal Trade Commission and the Federal Communications Commission.

**Directions:** For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- B   8. "I wish I was an Oscar Mayer wiener" is an example of which type of creative format?
  - A. image
  - B. musical
  - C. testimonial
  - D. comedy
- C   9. Collecting data that can be classified into meaningful numerical values is
  - A. advertising evaluation
  - B. qualitative research
  - C. quantitative research
  - D. impact assessment
- A   10. A legal order to discontinue deceptive advertising is a
  - A. cease-and-desist order
  - B. stop-action order
  - C. corrective advertising order
  - D. competitive challenge

## Activity 1 • Recall Testing

**Directions:** A large manufacturer of Clean-n-Brite laundry detergent plans to conduct a recall test on an ad that will run in a popular magazine. Two hundred supermarket shoppers representing the target market will be randomly chosen to participate in the research. They will be taken to a research room with comfortable seating, beverages, and snacks and given a copy of the magazine in which the advertisement appears. They will be given no specific directions other than to spend as much time as they want reading the magazine. After they have finished, they will be questioned by a researcher.

Develop seven questions that the researchers could ask the research participants after they have read the magazine to determine their level of recall for the specific advertisement and the impressions they have of the brand.

*Answers will vary. Suggested answers are provided.*

1. What ads do you recall from the magazine?  
\_\_\_\_\_
2. Do you recall seeing an ad for Clean-n-Brite laundry detergent?  
\_\_\_\_\_
3. What images do you recall from that ad?  
\_\_\_\_\_
4. What information from the ad is memorable to you?  
\_\_\_\_\_
5. How would you compare the effectiveness of this advertisement to others in the magazine?  
\_\_\_\_\_
6. Do you use this product?  
\_\_\_\_\_
7. If you are not a current user, did the ad interest you in trying this product? Why or why not?  
\_\_\_\_\_

## Activity 2 • Analyzing Print Advertisements

**Directions:** Choose two advertisements from any print medium and mount them on poster board. Answer the following questions about each ad on separate sheets of paper and attach them to the poster.

*Answers will vary depending on the ads selected.*

1. What is the objective of this ad?
2. Who is the intended target market?
3. What is the format?
4. What makes the ad unique or memorable?
5. How could the effectiveness of the advertisement be evaluated?